

# Outreach Activity Report, February-April 2015

## At-A-Glance

Events:	6
Event participants:	~950
Number of schools visited:	0*
Student tour visits:	10

*\*1 school visit to campus*

The College of Science hosted 2 major outreach events during this period: the North Alabama Science Olympiad on February 28 and the Alabama Science and Engineering Fair on April 2-4.

## Science Olympiad

This year's Science Olympiad brought over 600 students and family members to the campus, and we had record number of teams participating. New additions for this year included a microphone and PA system in the SST lobby, expanded use of separate rooms for team bases, a volunteer check-in station and volunteer name tags, and a drop-off point in front of SST (necessitated by the parking lot closure). Most usefully, I created a map of each floor of SST and distributed them to teachers; these maps significantly reduced the confusion and anxiety for the participants.

Dean Christopher opened the awards ceremony with a pitch for UAH, and the College's sponsorship was highlighted in signs and shirts across the event. Next year should focus on improvements to the volunteer check-in process and communication, documentation of the cleanliness of facilities before we leave, and better set-up planning and facility reservations.

## Alabama Science and Engineering Fair

Roughly 250 students and their families from across the state participated this year. The fair featured several improvements, primarily through our partnership with the Space and Rocket Center (who now hosts the banquet). The College's sponsorship was featured prominently on signs and in the print material, and we were able to open the awards ceremony with Admission's recruitment video. Admissions joined me in setting up recruitment tables for students and families before and after the awards ceremony. Our best interactions with these students occurred when our Science Ambassadors helped me and the Associate Dean do the safety check for each participant. I also set up a campus tour for one family and a tour of SWIRLL for another.

## Student Recruitment

Two major student recruitment events occurred during the period: Admitted Students Day and Open House. Both featured a new format, and overall feedback from the science participants was positive. We had 73 prospective science students at Admitted Students Day; students were not separated by college at the Open House so no final numbers were provided.

Other recruitment activities included expanding our newsletter communication to admitted students, publication of new recruitment cards for each department, the creation of a table-top banner for the College, Guidance Counselor's Breakfast, and a visit from McNair Middle School (50 students). During the reporting period, I met with 10 students and their families during their campus visits.

### **Student Retention**

Our primary student retention event during this reporting period was Honors Day, which included the first ever Research Horizons competition. In addition, I have been researching and meeting with Student Affairs staff about starting Freshmen Interest Groups and how to integrate that into learning communities and the new FYE format.

### **Next Period Goals**

My focus on the period of May to August will include:

- restructuring and coordinating orientation sessions for increased session student numbers,
- expanding our Constant Contact interaction with incoming students over the summer,
- revamping our promotional materials and brochures,
- researching and pursuing grant opportunities for outreach,
- coordinating 2 Charger Preview days, and
- establishing both a retention and a recruitment plan for Fall of 2015.